

NEWS RELEASE

FOR IMMEDIATE RELEASE

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NINTENDO SHOWCASES NEW LICENSEES AT WCES

-- Network of New Licensees Features Broad
Offering of Game Software --

LAS VEGAS (January 6, 1989) -- In a continuing effort to broaden the appeal of its game software, Nintendo^R will showcase the further expansion of its licensee network in the largest booth at this year's Winter Consumer Electronics Show.

Entering the first quarter of a new selling period, Nintendo will welcome six licensees into its growing group of software and accessories developers.

According to Nintendo's vice president of marketing Peter Main, the recent addition of these new licensees is evidence that the variety of high quality games and accessories continues to grow. "Nintendo remains dedicated in its efforts to meet the ever-increasing demand for new software and accessories. In fact, we've recently broadened our commitment by introducing titles with particular appeal to adults and families," Main said.

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Nintendo Showcases New Licensees
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Visitors to Nintendo's 35,000 square foot booth will find a series of kiosks dedicated to Nintendo hardware, software, accessories, the World of Nintendo_{SM} merchandising centers and Game Boy.TM

"Our family of software and accessory developers strengthens and enhances the appeal of the Nintendo Entertainment System^R to consumers. The range of titles available presents many options to children, adults and families and solidifies Nintendo's position as the number one home entertainment system."

New Nintendo software licensees joining the Nintendo family at WCES include American Softworks Corp., New York, NY; Arcadia Systems Inc., Irvine, CA; Bullet Proof Software, Redmond, WA; INTV, Torrance, CA; JVC, Los Angeles, CA; and Parker Bros., Beverly, MA.

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond, Washington-based company is the headquarters for the company's marketing operations in North America; and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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Editor's Note: A complete listing of new Nintendo licensees and their products is attached.

NEW NINTENDO LICENSEES AT 1990 WCES

AMERICAN SOFTWARES CORP.

New York, NY

Contact: Steve Grossman, Thom Kidran

Titles to be announces

ARCADIA SYSTEMS, INC.

Irvine, CA

Contact: Justin Heber

Spot

Avail. in 1989

Silver Surfer

Avail. in 1989

BULLET PROOF SOFTWARE

Redmond, WA

Contact: Lynda Valdauf

Titles to be announced

INTV

Torrance, CA

Contact: Terrence E. Valeski

Titles to be announced

JVC

Los Angeles, CA

Contact: Hisa Tofhi Hirai

Boulder Dash

Avail. in 1990

PARKER BROTHERS

Beverly, MA

Contact: George Fox

Monster Truck Rally

Avail. in 1990

World Trophy Soccer

Avail. in 1990